

CHARGE NUMBER: 2100
PROJECT TITLE: New Cigarette Technology
PROJECT LEADER: W. G. Houck, Jr.
PERIOD COVERED: August, 1984

I. Project DATA

Objective:

To develop an adjustable tar cigarette product.

Status:

Completed initial extended machineability trials.

Completed pilot market research testing.

Optimizing plugwrap for menthol extended use test.

Completed initial tests of tip turner.

Plans:

Optimize tip turner Sept./Oct., 1984

Complete pilot extended use
menthol testing Sept./Oct., 1984

Initiate large scale extended
use testing 3rd Qtr., 1984

Product optimization On-Going

II. New Package Designs

Objective:

To develop new and novel package designs.

Status:

Completed Phase II consumer testing of Hercules foil
wrapped packaging.

Making alternate/improved designs for Phase III testing.

Plans:

Complete Phase III testing October, 1984

Complete focus group testing of
novel package designs 4th Qtr., 1984

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August, 1984

III. Project VanguardObjective:

To develop a consumer acceptable nonburning smoking article.

Status:

Several designs being explored (i.e., electrical heating, flash bulb heating, SWEPT devices, low/no tar burning articles).

Completed confidentiality agreement with GTE.

Initiated flavor evaluation of electrical design.

Showed prototype units to Canada and Europe.

Plans:

Explore new designs. On-Going

Optimization of current ideas. On-Going



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